



City Sponsorship – Fall Cycle Fiscal Year 2018/2019

Community & Economic
Development Department

Development Committee

May 17, 2018

RiversideCA.gov

BACKGROUND

Upon the recommendation of the Governmental Affairs Committee, the City Council approved the following changes to the Sponsorship Program, in July, 2016:

1. Organizations must demonstrate that they have raised the required in-kind/cash threshold at the time they submit their invoices for sponsorship payment.
2. All recipients must complete a Post-Event Report, including documentation of funding, no later than 60 days after project/event completion.
3. If applicable, Post-Event Reports will also explain how the Riverside Public Utilities sponsorship benefited commercial and residential customers.



2

RiversideCA.gov

GUIDELINES

1. Promote the City of Riverside as a desirable place to live, visit and do business.
2. Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.
3. Enhance the quality of life and well-being of the citizenry.



3

RiversideCA.gov

GUIDELINES (continued)

4. Advance the City's commitment to and pride in being a multicultural community.
5. Encourage the development of neighborhood identity and pride.
6. Promote cultural and artistic awareness among the citizenry.



4

RiversideCA.gov

GUIDELINES (continued)

7. The applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501c category.
8. The special event, community project or program must support the aforementioned goals and objectives.
9. Funds are not to be used for operational costs.



5

RiversideCA.gov

HIGHLIGHTS

1. 43 organizations are recommended for sponsorship.
(5 new applicants)
2. Focus Areas of Organizations:
 - a) Arts and Humanities
 - b) Community Service
 - c) Culture
 - d) Education
 - e) Health/Fitness/Athletics
 - f) Legal Issues
 - g) Specific Populations (e.g., seniors, children, at-risk youth, differently-abled individuals)



6

RiversideCA.gov

RECOMMENDATIONS

That the Development Committee:

1. Receive, review, and provide input on and recommend City Council approve staff recommendations for the City Sponsorship Program for the six-month period of July 1 – December 31, 2018; and
2. Recommend City Council approve support in the form of monetary funding and/or in-kind contributions of \$114,040 for charitable and community events, which are produced by local non-profit organizations.



7

RiversideCA.gov